

# Exhibit 1

Exhibit 1 shows how 14 DMA markets could be affected by the NAB's proposed 10/10 rule. Taking into account current duopolies, it shows how many independent broadcast television voices there currently are and how many would likely remain under the NAB rule. The figures may actually overstate the number of independent owners that would remain because NAB also proposes that waivers be available for stations with a greater than viewing share of 10 to join together and for the creation of triopolies. The information was taken from the BIA Financial Network, Investing in Television Market Report 2002 (4th ed. 2002). To calculate viewing shares for each broadcast television station, the numbers from the Daypart Share Analysis from 6 or 7 a.m. to midnight or 1 a.m. (depending on the geographic location of the market) were tabulated for each station and averaged for the last four Nielsen books. The viewing shares in Exhibit 1 represent rating calculations for November 2002, July 2002, May 2002, and February 2002. All stations with a measurable viewing share were used, unless otherwise noted. Markets were selected from various geographic regions and reflect different market sizes. For markets in Austin, Tex. (DMA 54), Springfield, Mo. (DMA 73), Savannah, Ga. (DMA 98), Boise, Id. (DMA 124) and Odessa-Midland, Tex. (DMA 158), however, the viewing shares were obtained from information in produced by NAB in its comments and an ex parte presentation on January 8, 2003.

Decrease in Broadcast TV Ownership Diversity  
Under NAB Proposal

Market/DMA rank	Current No. of Owners	Possible No. Owners Under NAB Plan	% Change
New York (1)	8	5	-38%
Los Angeles (2)	7	5	-29%
San Francisco (5)	8	6	-25%
Washington, D.C. (8)	6	4	-33%
Phoenix (16)	8	5	-38%
Kansas City (33)	7	4	-43%
Austin, Texas (54)	5	3	-40%
Richmond, Va. (59)	5	3	-40%
Springfield, Mo. (73)	6	3	-50%
Spokane, Wash. (79)	5	3	-40%
Syracuse, N.Y. (80)	5	3	-40%
Savannah, Ga. (98)	5	3	-40%
Boise, Id. (124)	5	3	-40%
Odessa-Midland, Tx. (158)	7	4	-43%

## New York, New York (Market 1)

Broadcast Station	Affiliate	Owner	2002
			Avg. Share
WNBC Channel 4	NBC	NBC/GE	<b>12.50</b>
WABC-TV Channel 7	ABC	ABC Inc.	<b>11.63</b>
WPIX Channel 11	WB	Tribune Bcstg Co.	<b>7.38</b>
WCBS-TV Channel 2	CBS	CBS TV Stations Div.	<b>7.25</b>
WNYW Channel 5	FOX	FOX Television	<b>5.28</b>
WXTV Channel 41	UNI	Univision Comm Inc.	<b>5.03</b>
WWOR-TV Channel 9	UPN	FOX Television	<b>4.06</b>
WNJU Channel 47	Telemundo	NBC/GE	<b>2.72</b>
WFUT Channel 68	TeleFutura	Univision Comm Inc.	<b>0.44</b>
WLNY Channel 55	Independent	WLNY Inc.	<b>0.25</b>
WPXN-TV Channel 31	PAX	Paxson Comm Corp.	<b>0.05</b>
Total viewing Share:			<b>56.58</b>

Current number of owners of commercial television stations: **8**

Potential number of owners under NAB proposed rule: **5**

## Los Angeles, California (Market 2)

Broadcast Station	Affiliate	Owner	2002
			Avg. Share
KABC-TV Channel 7	ABC	ABC Inc.	<b>11.66</b>
KNBC Channel 4	NBC	NBC/GE	<b>11.44</b>
KTTV Channel 11	FOX	FOX Television	<b>9.75</b>
KTLA-TV Channel 5	WB	Tribune Bcstg Co.	<b>6.75</b>
KMEX-TV Channel 34	UNI	Univision Comm Inc.	<b>6.28</b>
KCBS-TV Channel 2	CBS	CBS TV Stations Div.	<b>5.81</b>
KCAL-TV Channel 9	Independent	CBS TV Stations Div.	<b>4.38</b>
KCOP Channel 13	UPN	FOX Television	<b>4.19</b>
KVEA Channel 52	Telemundo	NBC/GE	<b>2.53</b>
KWHY-TV Channel 22	INS	NBC/GE	<b>0.69</b>
KFTR Channel 46	TeleFutra	Univision Comm Inc.	<b>0.56</b>
KCRA Channel 62	Independent	Lieberman Bcstg Inc.	<b>0.13</b>
Total viewing Share:			<b>64.16</b>

Current number of owners of commercial television stations: **7**

Potential number of owners under NAB proposed rule: **5**

## San Francisco, California (Market 5)

Broadcast Station	Affiliate	Owner	2002
			Avg. Share
KGO-TV Channel 7	ABC	ABC Inc.	<b>11.53</b>
KNTV Channel 11	NBC	NBC/GE	<b>9.22</b>
KTVU Channel 2	FOX	Cox Bcstg	<b>8.50</b>
KPIX-TV Channel 5	CBS	CBS TV Stations Div.	<b>7.91</b>
KRON-TV Channel 4	Independent	Young Bcstg	<b>5.81</b>
KDTV Channel 14	UNI	Univision Comm Inc.	<b>2.38</b>
KBHK-TV Channel 44	UPN	CBS TV Stations Div.	<b>2.34</b>
KBWB Channel 20	WB	Granite Bcstg Group	<b>1.97</b>
KICU-TV Channel 36	Independent	Cox Bcstg	<b>1.91</b>
KTSF Channel 26	Independent	Lincoln Bcstg	<b>0.25</b>
KSTS Channel 48	Telemundo	NBC/GE	<b>0.25</b>
Total viewing Share:			<b>52.06</b>

Current number of owners of commercial television stations: **8**

Potential number of owners under NAB proposed rule: **6**

## Washington, District of Columbia (Market 8)

Broadcast Station	Affiliate	Owner	2002
			Avg. Share
WRC-TV Channel 4	NBC	NBC/GE	<b>13.5</b>
WTTG Channel 5	FOX	FOX Television	<b>9.41</b>
WJLA-TV Channel 7	ABC	Allbriton Comm Co.	<b>10.09</b>
WUSA Channel 9	CBS	Gannett Co Inc.	<b>9.75</b>
WDCA Channel 20	UPN	FOX Television	<b>2.34</b>
WHAG-TV Channel 25	NBC	Quorum Bcstg Co.	<b>0.78</b>
WBDC Channel 50	WB	Tribune Bcstg Co.	<b>2.94</b>
Total viewing Share:			<b>48.81</b>

Current number of owners of commercial television stations: **6**

Potential number of owners under NAB proposed rule: **4**

## Phoenix, Arizona (Market 16)

			2002
Broadcast Station	Affiliate	Owner	Avg. Share
KPNX Channel 12	NBC	Gannett Co Inc.	<b>12.69</b>
KTVK Channel 3	Independent	Belo Corp.	<b>11.31</b>
KSAZ-TV Channel 10	FOX	FOX Television	<b>8.38</b>
KPHO-TV Channel 5	CBS	Meredith Corp.	<b>6.75</b>
KASW Channel 61	WB	Belo Corp.	<b>5.56</b>
KNXV-TV Channel 15	ABC	Scripps Howard Bestg	<b>5.34</b>
KTVW-TV Channel 33	UNI	Univision Comm Inc.	<b>4.13</b>
KUTP Channel 45	UPN	FOX Television	<b>3.38</b>
KPPX Channel 51	PAX	Paxson Comm Corp.	<b>0.72</b>
KDRX-LP Channel 48	Telemundo	NBC/GE	<b>0.44</b>
Total viewing Share:			<b>58.69</b>

Current number of owners of commercial television stations: **8**

Potential number of owners under NAB proposed rule: **5**

## Kansas City, Kansas (Market 33)

Broadcast Station	Affiliate	Owner	2002 Avg. Share
KMBC-TV Channel 9	ABC	Hearst-Argyle TV Inc.	<b>14.56</b>
WDAF-TV Channel 4	FOX	FOX Television	<b>12.66</b>
KCTV Channel 5	CBS	Meredith Corp.	<b>12.38</b>
KSHB-TV Channel 41	NBC	Scripps Howard Bcstg	<b>8.31</b>
KSMO-TV Channel 62	WB	Sinclair Bcstg Group	<b>3.56</b>
KCWE Channel 29	UPN	TV 29 Inc.	<b>2.75</b>
KPXE Channel 50	PAX	Paxson Comm Corp.	<b>1.47</b>
KMCI Channel 38	Independent	Scripps Howard Bcstg	<b>1.03</b>
Total viewing Share:			<b>56.72</b>

Current number of owners of commercial television stations: **7**

Potential number of owners under NAB proposed rule: **4**



# Austin, Texas (Market 54)\*

Broadcast Station	Affiliate	Owner	2002
			Avg. Share
KTBC Channel 7	FOX	FOX Television	<b>12.3</b>
KXAN-TV Channel 36	NBC	Lin Television Corp.	<b>12</b>
KVUE-TV Channel 24	ABC	Belo Corp.	<b>9.5</b>
KEYE-TV Channel 43	CBS	CBS TV Stations Div.	<b>6.8</b>
KNVA Channel 54	WB	54 Bcstg	<b>6.3</b>
Total viewing Share:			<b>46.9</b>

Current number of owners of commercial television stations: **5**

Potential number of owners under NAB proposed rule: **3**

\* Viewing Share Numbers Provided by NAB

## Richmond, Virginia (Market 59)

Broadcast Station	Affiliate	Owner	2002
			Avg. Share
WWBT Channel 12	NBC/WB	Jefferson-Pilot Comm.	<b>17.56</b>
WTVR-TV Channel 6	CBS	Raycom Media Inc.	<b>11.44</b>
WRIC-TV Channel 8	ABC	Young Bcstng Inc.	<b>11.25</b>
WRLH-TV Channel 35	Fox	Sinclair	<b>5.59</b>
WUPV Channel 65	UPN	KM Bcstng. Inc.	<b>4.31</b>
Total viewing Share:			<b>50.15</b>

Current number of owners of commercial television stations: **5**

Potential number of owners under NAB proposed rule: **3**

## Springfield, Missouri (Market 73)\*

Broadcast Station	Affiliate	Owner	2002
			Avg. Share
KYTV Channel 3	NBC	Schurz Comm Inc.	<b>21.3</b>
KOLR Channel 10	CBS	VHR Bcstg.	<b>14.3</b>
KDEB-TV Channel 27	FOX	Quorum Bcstg.	<b>6.5</b>
KSPR Channel 33	ABC	GOCOM Holdgs LLC	<b>5.8</b>
KWBM Channel 31	WB	R.S. Communications	Minimal Share
KWBS-TV Channel 34	PAX	Equity Bcstg Corp.	Minimal Share
Total viewing Share:			<b>47.9</b>

Current number of owners of commercial television stations: **6**

Potential number of owners under NAB proposed rule: **3**

\* Viewing Share Numbers Provided by NAB

## Spokane, Washington (Market 79)

			2002
<u>Broadcast Station</u>	<u>Affiliate</u>	<u>Owner</u>	<u>Avg. Share</u>
KHQ Channel 6	NBC	Cowles	<b>18.63</b>
KREM-TV Channel 2	CBS	Belo Corp.	<b>14.31</b>
KXLY-TV Channel 4	ABC	Morgan Murphy Stns	<b>12.25</b>
KAYU-TV Channel 28	FOX	Northwest Bcstg Inc.	<b>2.47</b>
KSKN Channel 22	WB	Belo Corp.	<b>1.38</b>
KGPX Channel 34	PAX	Paxson Comm Corp.	<b>0.41</b>
Total viewing Share:			<b>49.44</b>

Current number of owners of commercial television stations: **5**

Potential number of owners under NAB proposed rule: **3**

## Syracuse, New York (Market 80)

Broadcast Station	Affiliate	Owner	2002
			Avg. Share
WSTM-TV Channel 3	NBC	Raycom	<b>18.72</b>
WIXT Channel 9	ABC	Clear Channel TV Inc.	<b>15.91</b>
WTVH Channel 5	CBS	Granite Bcstg Corp.	<b>13.00</b>
WNYS-TV Channel 43	WB	RKM Media Inc.	<b>2.47</b>
WSYT 68 Channel 68	FOX	Sinclair	<b>2.38</b>
WSPX Channel 56	PAX	Paxson Comm Corp.	<b>0.41</b>
Total viewing Share:			<b>52.88</b>

Current number of owners of commercial television stations: **5**

Potential number of owners under NAB proposed rule: **3**

# Savannah, Georgia (Market 98)\*

			2002
<u>Broadcast Station</u>	<u>Affiliate</u>	<u>Owner</u>	<u>Avg. Share</u>
WTOG-TV Channel 11	CBS	Raycom Media Inc.	<b>18</b>
WSAV-TV Channel 3	NBC	Media General	<b>9.8</b>
WJCL Channel 22	ABC	GOCOM Holdgs LLC	<b>6.5</b>
WTGS Channel 28	FOX	Bluenose Bcstg LLC	<b>5.8</b>
WGSA Channel 34	UPN	Southern TV Corp.	<b>2</b>
Total viewing Share:			<b>42.1</b>

Current number of owners of commercial television stations: **5**

Potential number of owners under NAB proposed rule: **3**

\* Viewing Share Numbers Provided by NAB

Boise, Idaho (Market 124)\*

Broadcast Station	Affiliate	Owner	2002
			Avg. Share
KTVB Channel 7	NBC	Belo Corp.	<b>26</b>
KIVI Channel 6	ABC	Journal Best Group	<b>10</b>
KBCI-TV Channel 2	CBS	Fisher Bestg Co.	<b>9</b>
KTRV Channel 12	FOX	Block Comm.	<b>7.5</b>
KNIN-TV Channel 9	UPN	Banks Bestg Inc.	<b>5.3</b>
Total viewing Share:			<b>57.8</b>

Current number of owners of commercial television stations: **5**

Potential number of owners under NAB proposed rule: **3**

\* Viewing Share Numbers Provided by NAB

## Odessa-Midland, Texas (Market 158)\*

Broadcast Station	Affiliate	Owner	2002
			Avg. Share
KWES-TV Channel 9	NBC	Drewery Comm Group	<b>14.3</b>
KOSA-TV Channel 7	CBS	ICA Bcstg.	<b>11.3</b>
KMID Channel 2	ABC	Nexstar Bcstg Group	<b>9.5</b>
KPEJ Channel 24	FOX/UPN	Comm Corp America	<b>5.5</b>
KUPB Channel 18	UNI	Extravision Holdgs	<b>5.3</b>
KMLM Channel 42	REL	Prime Time Christian	Minimal Share
KPXK Channel 30	PAX	JB Bcstg.	Minimal Share
Total viewing Share:			<b>45.9</b>

Current number of owners of commercial television stations: **7**

Potential number of owners under NAB proposed rule: **4**

\* Viewing Share Numbers Provided by NAB